

Rep Order# 6847439 Ver# 1 Status New Traffic Order# Printed: 08/28/2012 10:11 AM 1 of 2

EC'd Yes Last Received: 08/28/2012 9:34 AM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm
Advertiser () 60 PLUS ASSOCIATION 600 FAIRMONT AVE, S#306 Sales Office () PHILADELPHIA
Product 60 PLUS ASSOCIATION TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 378 Agency C/P1/P2/E //378
Buyer STEPHANIE KOHLBAUER Flight Dates 08/29/2012 - 09/04/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

CLIENT: 60 PLUS ASSOCIATION SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$6500
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	8P-9P	HOUSE	:30	\$600.00	08/31-08/31	1	1	1	\$600.00	
				Buyline Comment: HOUSE								
	2	F	9P-10P	BONES	:30	\$600.00	08/31-08/31	1	1	1	\$600.00	
				Buyline Comment: BONES								
	3	SA	11P-1130P	LATE NEWS	:30	\$1,000.00	09/01-09/01	1	1	1	\$1,000.00	
				Buyline Comment: SATURDAY LATE NEWS								
	4	SU	10A-11A	SUNDAY	:30	\$100.00	09/02-09/02	1	1	1	\$100.00	
				Buyline Comment: FOX NEWS SUNDAY								
	5	SU	10P-1045P	LATE NEWS	:30	\$1,200.00	09/02-09/02	1	1	1	\$1,200.00	
				Buyline Comment: SUNDAY LATE NEWS								
	6	SA	730P-11P	FOOTBALL	:30	\$1,000.00	09/01-09/01	3	1	3	\$3,000.00	
				Buyline Comment: FOX COLLEGE FOOTBALL								

---REPORT TOTALS---

Report Totals: 8 / \$6,500.00

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Advertiser () 60 PLUS ASSOCIATION
Product 60 PLUS ASSOCIATION
Estimate# 378
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Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //378
Flight Dates 08/29/2012 - 09/04/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$6,500.00
Sales Totals: 8 / \$6,500.00
Station Totals: 8 / \$6,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$130,000	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 43%
		WTVZ 0%	WVBT 5%	WVEC 17%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE